In the Claims:

1. (Original) A method of accessing a web page from a publicly accessible internet device, comprising:

presenting an object to said device;

sensing said object with an optical sensor;

decoding data produced by said optical sensor to yield an object identifier;

consulting a first data structure associated to determine whether a web page corresponding to said object identifier is among those sponsored by a third party, so that user access to such web page is permitted without charge;

if so, linking to said web page, said linking including consulting a second data structure to identify a web address corresponding to said object identifier, and directing a web browser to said address; and

if not, soliciting payment information from a user before linking to said web page' and

funding certain costs associated with providing the no-charge user linking to sponsored web pages by periodically charging said third party therefor.

2. (Original) The method of claim 1 in which said first data structure is associated with a proxy server.

3. (Original) The method of claim 2 in which the proxy server is co-located with the device.

4. (Original) The method of claim 1 in which said first data structure is stored at a location remote from the device.

5. (Original) A method of accessing a networked resource from a device comprising:

presenting a physical object to an optical sensor associated with said device;

decoding an identifier encoded on said physical object from data produced by said optical sensor;

determining whether free user access to a computer address related to said identifier is to be permitted; and

if so, linking said device to said computer address.

6. (Original) The method of claim 5 in which, if free access to the computer address is determined not to be permitted, informing a user that free access is not available and permitting the user to link to said computer address on a payment basis.

7. (Original) The method of claim 5 which includes accessing a database record in accordance with said identifier, and obtaining from said database record a computer address corresponding thereto.

8. (Original) The method of claim 5 in which said identifier comprises said computer address.

9. (Original) The method of claim 5 in which the decoding comprises decoding a barcode.

10. (Original) The method of claim 5 in which the decoding comprises decoding a digital watermark.

11. (Original) The method of claim 5 in which the computer address is a URL associated with a root domain, and if free linking to said address is permitted, then also permitting free linking to other URLs associated with said root domain.

12. (Original) The method of claim 5 in which the computer address is a URL associated with a root domain, and said determining includes comparing said root domain with a list of domains to which access is to be freely permitted.

13. (Original) The method of claim 5 in which said determining includes checking a list comprising address data to which free linking is permitted.

14. (Original) The method of claim 13 in which said list is stored in a data structure located remotely from said device.

15. (Original) The method of claim 14 which includes caching at least some data from said list at said device.

16. (Original) The method of claim 13 in which said list includes at least first and second domains, having first and second sponsors respectively associated therewith, the method further including billing the first sponsor for free user access provided to the first domain, and billing the second sponsor for free user access provided to the second domain.

17. (Original) The method of claim 5 that includes billing a sponsor a fee for access that is provided free to a user, wherein certain URLs associated with said sponsor are among computer addresses to which access is provided to users for free.

18. (Original) The method of claim 17 that includes:
accessing a database record in accordance with said identifier;
obtaining from said database record a computer address corresponding thereto;
and
providing at least some of said fee to an entity that maintains said database record.

19-31. (Canceled)